

SUMMARY

Recommendation On Utilization Of Outpatient Polyclinic Based On Analysis Of Brand Image (Study at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya)

This research's background was the decrease of outpatients visit to the polyclinic of H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya from 1-3% in last three years. This problem had been analyzed based on analysis of brand image in order to maintain the number of outpatients for utilizing health services in National Health Insurance era at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya. This study aimed to make recommendation on utilization of outpatient polyclinic at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya according to analysis of brand image. Another research's objective was to analyze the influence of psychography factors to brand image (types of brand association, favorability of brand association, strength of brand association, uniqueness of brand association).

This was observational analytics research with cross-sectional design. The population was patient who attended at Polyclinic of Outpatient at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya. The sample was 145 participants which were chosen by systematic random sampling. This research was conducted on August 2017-June 2018. The instrument used were questionnaire. Statistical analysis used linier regression to identify influence of independent variables to the dependent variable which was presented in the table.

The result showed that the variables have significant influence towards attribute product in types of brand association variable is motivation ($p=0.000$), perception ($p=0.019$), and learning ($p=0.001$). variables showed significant influence towards attribute non-product in types of brand association variable is perception variable ($p=0.000$). Variables showed significant influence towards benefit in types of brand association variable is The variables of motivation ($p=0.014$) and perception ($p=0.055$). Variables showed significant influence towards attitude in types of brand association variable is perception ($p=0,000$) and learning ($p=0.002$). Variables showed significant influence towards the favorability of brand association variable is motivation ($p=0,012$), belief ($p=0.011$), and learning ($p=0.001$). Variables showed significant influence towards the strength of association variable is perception ($p=0.014$) and learning ($p=0.035$). Variables showed significant influence towards the uniqueness of brand association variable is motivation ($p=0.026$) and learning ($p=0.000$). Lastly, it also may be inferred that the variables of motivation ($p=0.001$), perception ($p=0.000$), and learning ($p=0.004$) showed significant influence towards the brand image.

This study gave the recommendation on utilization of outpatient polyclinic at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya in the following: (1) the hospital make a informed board to the patients if the doctor's arrival was late; (2) improve the brochure contained of the doctors' schedule according to the agreement of the doctor with the hospital; (3) the hospital should use integrated

Registration Management Information System (SIM) optimally and comprehensively in order to avoid the disturbance, and recruitment one IT staff; (4) promote about WhatsApp admission to the patients through banner that is palaced in front polyclinic; (5) use website admission and android application admission; (6) Improving the waiting room at the polyclinic by adding more chairs and providing the television or the magazines for the patients and their family in order to avoid boredom during waiting of health service from the doctor; (7) improving the children's playground in polyclinic in order to avoid boredom during waiting of health service from the doctor; (8) improving brochure, leaflets, banners more interest for patients; (9) conducting a survey regularly to identify the complaint from the patients and to provide the solution immediately; (10) review and evaluation of the doctor's practice hours; (11) the doctor's commitment to the hospital management related to the practice schedule; (12) improving hospital policies about evaluation of the doctor's practice hours.

It concluded that (1) the majority of patients is women of aged 26-35 years old, education is SMA, doesn't work, have a middle to lower economy, and domiciled 0-5 km. The motivation of patients to attend the hospital was because they felt familiar with the health services and the doctor and they were reluctant to change to the other doctors. Perception, belief, and learning in patients were good; (2) brand image of the hospital in patient was good, but the speed of waiting hours to attend the doctor's room, the comfortability of the waiting room; the satisfaction and the comfort of patients, the facility at the polyclinic, and the speed of health services were poor; (3) the variable of motivation, perception, beliefs, and learning were significantly influenced to the brand image and other its components which consisted of types of brand association, favorability of brand association, strength of brand association, and uniqueness of brand association.

RINGKASAN

**Rekomendasi Pemanfaatan Poliklinik Rawat Jalan Pasien Umum
Berdasarkan Analisis *Brand Image*
(Studi di Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya)**

Penelitian ini dilandasi masalah penurunan kunjungan pasien umum di poliklinik rawat jalan Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya 1-3% selama tiga tahun terakhir. Masalah tersebut dikaji berdasarkan analisis *brand image* sebagai upaya untuk mempertahankan pasien umum agar di era JKN tetap memanfaatkan pelayanan rawat jalan di Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya. Tujuan penelitian adalah menyusun rekomendasi pemanfaatan poliklinik rawat jalan pasien umum di Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso berdasarkan analisis *brand image*. Penelitian ini menganalisis pengaruh faktor psikografi terhadap *brand image* (*types of brand association, favorability of brand association, strength of brand association, uniqueness of brand association*).

Jenis penelitian adalah observasional analitik dengan rancang bangun penelitian *cross sectional study*. Sampel penelitian adalah pasien umum poliklinik rawat jalan Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya. Besar sampel penelitian sebesar 145 sampel, dengan teknik *systematic random sampling*. Penelitian dilaksanakan mulai Bulan Agustus 2017 sampai Bulan Juni 2018. Instrumen penelitian menggunakan kuesioner sebagai alat bantu. Data penelitian dianalisis dengan uji regresi linier ganda dan disajikan dalam bentuk tabel.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terhadap *types of brand association attribute product* adalah motivasi ($p=0,000$), persepsi ($p=0,019$), pembelajaran ($p=0,001$). Variabel yang memiliki pengaruh terhadap *types of brand association attribute nonproduct* adalah persepsi ($p=0,000$). Variabel yang memiliki pengaruh terhadap *types of brand association benefit* adalah motivasi ($p=0,014$) dan persepsi ($0,055$). Variabel yang memiliki pengaruh terhadap *types of brand association attitude* adalah persepsi ($p=0,000$) dan pembelajaran ($p=0,002$). Variabel yang memiliki pengaruh terhadap *favorability of brand association* adalah motivasi ($p=0,012$), keyakinan ($p=0,011$) dan pembelajaran ($p=0,001$). Variabel yang memiliki pengaruh terhadap *strength of brand association* adalah persepsi ($p=0,014$) dan pembelajaran ($p=0,035$). Variabel yang memiliki pengaruh terhadap *uniqueness of brand association* adalah motivasi ($p=0,026$) dan pembelajaran ($p=0,000$). Variabel yang memiliki pengaruh terhadap *brand image* secara keseluruhan adalah motivasi ($p=0,001$), persepsi ($p=0,000$), dan pembelajaran ($p=0,004$).

Rekomendasi upaya pemanfaatan poliklinik rawat jalan pasien umum Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya yaitu (1) Membuat papan info jam kedatangan dokter di depan tiap poliklinik; (2) memperbaiki brosur jadwal praktek dokter; (3) mengupayakan integrasi SIM pendaftaran secara optimal dan komprehensif sehingga tidak mudah terganggu serta penambahan satu tenaga IT; (4) mensosialisasikan kepada pasien tentang pendaftaran WhatsApp

melalui spanduk / banner yang ditempatkan di depan tiap poliklinik; (5) pendaftaran melalui website rumah sakit atau aplikasi system android; (6) pembenahan ruang tunggu poliklinik dengan menambah kursi tunggu pasien, menyediakan televisi atau majalah bagi pasien dan keluarga; (7) menyediakan tempat bermain di poliklinik spesialis anak; (8) Memperbaiki tampilan di dalam brosur / leaflet (warna, tulisan, dan gambar); (9) melakukan survey kepuasan secara berkala; (10) penataan jam praktek dokter sesuai hasil kesepakatan dengan dokter; (11) meningkatkan komitmen kedisiplinan kedatangan dan jam praktek sesuai jadwal yang disepakati; (12) menyusun kebijakan terkait evaluasi jam kedatangan praktek dokter.

Kesimpulan penelitian ini adalah (1) Pasien umum mayoritas perempuan, tidak bekerja, dala kategori umur dewasa awal (26-35) dengan pendidikan menengah (SMA), memiliki tingkat ekonomi menengah kebawah dan rata-rata berdomisili di radius 0-5 km. Motivasi pasien umum adalah karena dokter. Persepsi, keyakinan, dan pembelajaran pasien umum sudah baik; (2) *brand image* pasien umum sudah baik, sub variabel yang masih dinilai tidak baik yaitu keberadaan dokter di ruangan, ketepatan kedatangan dokter, waktu tunggu pelayanan dokter, waktu tunggu pelayanan pendaftaran, kenyamanan ruang tunggu poliklinik, kebersihan kamar mandi, fasilitas pemasaran (brosur, leaflet, spanduk) kurang bagus dan informatif, bangunan rumah sakit, kepuasan dan kenyamanan pasien, kesediaan merekomendasikan kepada orang lain, fasilitas poliklinik rawat jalan, kecepatan pelayanan; (3) motivasi, persepsi, keyakinan, dan pembelajaran mempunyai pengaruh signifikan terhadap *brand image* (*types of brand association, favorability of brand association, strength of brand association, uniqueness of brand association*).

ABSTRACT

**RECOMMENDATION ON UTILIZATION OF OUTPATIENT
POLYCLINIC BASED ON ANALYSIS OF BRAND IMAGE
(Study at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya)**

This research's background was the decrease of outpatients visit of the polyclinic of H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya from 1-3% in last three years. This research was conducted on February-March 2018. This was observational analytics research with cross-sectional design. The population were patient who attended at Polyclinic of Outpatient at H.S. Samsoeri Mertojoso Bhayangkara Hospital, Surabaya. The sample was 145 participants which were chosen by systematic random sampling. This research was conducted on August 2017-June 2018.

The result showed that the variables of motivation, perception, and learning showed significant influence towards attribute product in types of brand association variable. The perception variable showed significant influence towards attribute non-product in types of brand association variable. The variables of motivation and perception showed significant influence towards benefit in types of brand association variable. The variables of perception and learning showed significant influence towards attitude in in types of brand association variable. The variables of motivation, belief and learning showed significant influence towards the favorability of brand association variable. The variables of motivation and learning showed significant influence towards the uniqueness of brand association variable.

It concluded that (1) the majority of patients is women of aged 26-35 years old, education is SMA, doesn't work, have a middle to lower economy, and domiciled 0-5 km. The motivation of patients to attend the hospital was because they felt familiar with the health services and the doctor and they were reluctant to change to the other doctors. Perception, belief, and learning in patients were good; (2) brand image of the hospital in patient was good, but the speed of waiting hours to attend the doctor's room, the comfortability of the waiting room; the satisfaction and the comfort of patients, the facility at the polyclinic, and the speed of health services were poor; (3) the variable of motivation, perception, beliefs, and learning were significantly influenced to the brand image and other its components which consisted of types of brand association, favorability of brand association, strength of brand association, and uniqueness of brand association.

Keywords: Utilization, Patient Characteristics , Brand Image.

ABSTRAK

REKOMENDASI PEMANFAATAN POLIKLINIK RAWAT JALAN PASIENT UMUM BERDASARKAN ANALISIS *BRAND IMAGE* (Studi di Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya)

Penelitian ini dilandasi adanya masalah penurunan kunjungan pasien umum di poliklinik rawat jalan Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya 1% - 3% selama tiga tahun terakhir. Jenis penelitian adalah observasional analitik dengan rancang bangun penelitian *cross sectional study*. Sampel penelitian adalah pasien umum poliklinik rawat jalan Rumah Sakit Bhayangkara H.S. Samsoeri Mertojoso Surabaya. Besar sampel penelitian sebesar 145 sampel dengan teknik *systematic random sampling*. Penelitian dilaksanakan mulai Bulan Agustus 2017 sampai Bulan Juni 2018.

Hasil penelitian menunjukkan bahwa secara keseluruhan *brand image* pasien umum sudah baik. Berdasarkan hasil uji analisis didapatkan bahwa motivasi, persepsi, dan pembelajaran mempunyai pengaruh signifikan terhadap *attribute product*. Persepsi memiliki pengaruh terhadap *attribute nonproduct*. Motivasi dan persepsi memiliki pengaruh terhadap *benefit*. Persepsi, dan pembelajaran memiliki pengaruh terhadap *attitude*. Motivasi, keyakinan, dan pembelajaran memiliki pengaruh terhadap *favorability of brand association*. Persepsi dan pembelajaran memiliki pengaruh terhadap *strength of brand association*. Motivasi dan pembelajaran memiliki pengaruh terhadap *uniqueness of brand association*.

Kesimpulan penelitian ini adalah (1) Pasien umum mayoritas perempuan, tidak bekerja, dala kategori umur dewasa awal (26-35) dengan pendidikan menengah (SMA), memiliki tingkat ekonomi menengah kebawah dan rata-rata berdomisili di radius 0-5 km. Motivasi pasien umum adalah karena dokter. Persepsi, keyakinan, dan pembelajaran pasien umum sudah baik; (2) *brand image* pasien umum sudah baik, sub variabel yang masih dinilai tidak baik yaitu keberadaan dokter di ruangan, ketepatan kedatangan dokter, waktu tunggu pelayanan dokter, waktu tunggu pelayanan pendaftaran, kenyamanan ruang tunggu, kebersihan kamar mandi, brosur, leaflet, spanduk kurang bagus dan informatif, bangunan rumah sakit, kepuasan dan kenyamanan pasien, kesediaan merekomendasikan kepada orang lain, fasilitas rawat jalan, kecepatan pelayanan; (3) motivasi, persepsi, keyakinan, dan pembelajaran mempunyai pengaruh signifikan terhadap *brand image (types of brand association, favorability of brand association, strength of brand association, uniqueness of brand association)*.

Kata kunci: pemanfaatan, karakteristik pasien, *brand image*.